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Canadian contemporary art shines at Spain's premier art fair

Eight Canadian galleries figured prominently in the ARCO 2005 Contemporary Art Fair, held in Madrid, Spain, last February. ARCO is one of the art market's largest and most prestigious fairs in the world. It included over 250 international galleries, dozens of curatorial projects, and an international symposium which featured leading academics, curators and art world leaders. ARCO attracts over 120,000 visitors annually, including many dedicated international art collectors. The Fair also incorporates over four days of events, conferences and networking opportunities.

David Liss, Director and Curator of the Museum of Contemporary Canadian Art (MOCCA) in Toronto, was invited by ARCO 2005 organizers to select galleries to participate in the Fair's New Territories section. This is a special project intended to showcase young artists whose works explore innovative and intriguing directions in contemporary art. Liss invited eight Canadian galleries, representing 24 artists working in a diverse range of media and themes. "These are some of the galleries in Canada that are committed to younger artists that are forging new directions, exploring new territories," explained Liss. "Canada is one of the most ethnically diverse countries in the world and as such, Canadian expression and vision tends to be extremely dynamic and, in my opinion, more reflective of the current global condition. This is what is unique and exciting about Canadian culture and identity."

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From left: Lorand Hegyi, Director of the Musée d'art moderne de Saint-Etienne; Pari Nadimi, Director of the Pari Nadimi Gallery in Toronto; Rosina Gomez-Baeza, Director of ARCO; Marc Lortie, Canadian Ambassador to Spain; and David Liss, Director and Curator of the Museum of Contemporary Canadian Art in Toronto.

2007-01817/

Vancouver airport operator wins Bahamas contract

In February, Vancouver Airport Services (YVRAS) was selected as the preferred bidder for a long term management contract for the development and operation of the Nassau International Airport, Bahamas. The contract will be for 15 to 25 years depending on the negotiation of financial and commercial terms.

The Vancouver company was chosen from a shortlist of four bidders after extensive evaluations of its proposal and presentation by senior officials regarding its credentials, operating philosophies and suitability as a strategic partner. YVRAS will be responsible for introducing a strengthened management programme and best practices, managing the $248 million construction programme, enhancing the Airport's commercial venues and improving U.S. pre-clearance facilities.

"We are enthused about this opportunity to create an airport that will bring pride to Bahamians and visitors," said Frank O'Neill, President and CEO of YVRAS. "We will focus on customer service, facility development, air service marketing and in the creation of a pleasing airport environment that complements the quality of the tourism product in the Bahamas."

In welcoming the news, Canadian High Commissioner to the Bahamas Claudio Valle said, "This is a further demonstration of Canada's world-renowned reputation and expertise in the area of airport privatization and commercialization. Special commendation must go to YVRAS for a job well done and we look forward to the speedy completion of successful contract negotiations. This award will further enhance the excellent relations which have traditionally existed between Canada and the Bahamas."

The Nassau International Airport is the fourth busiest in the Caribbean, handling about three million passengers annually. Its strategic position makes it ideally suited for major airport development, due to its high volume of visitors, as well as the Airport's potential for increased business and commercial revenues, given that several large projects have been planned to enhance the Bahamas' tourist attractions.

Photo credit: Hank Nix

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Recognizing Ontario export success

Since 1998, the Ontario Global Traders Awards have recognized the outstanding export achievements of Ontario's most innovative and successful small and medium-sized exporters, business leaders and students.

The Innovation Award, proudly sponsored each year by the Canadian Commercial Corporation (CCC), recognizes excellence in the application of technology that has led to consistent growth in exports and job creation. It focuses on breakthrough achievements in research and development, technology and infrastructure as well as product and service development and design.

In conjunction with the Awards ceremonies, regional Export Forums are held and feature workshops,

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THE CANADIAN TRADE COMMISSIONER SERVICE

Canada-ASEAN 2005 Business Forum

Southeast Asia means business

www.canada-asean2005.com

Toronto — May 2-3, 2005 — Thinking about expanding your markets to Asia? Opportunities in Southeast Asia abound in the agriculture and agri-food, infrastructure development, services, information and communications technologies, environment, power, and education and training sectors.

To find out more about these opportunities, join International Trade Canada and Foreign Affairs Canada on May 2 and 3 at the Toronto Marriott Eaton Centre for a business and networking forum. The forum will underscore the importance to Canada of our trade and investment relationship with the vibrant economies of Southeast Asia. Recent tragic events have made this forum even more timely, as the region rebuilds from the effects of the tsunami.

Please join **Canada-ASEAN 2005** for:

- Two days of networking with ASEAN government and industry decision-makers, Canadian business leaders and Senior Trade Commissioners from the region, with up to 300 participants expected;
- Analysis of ASEAN trade and investment trends as well as impacts of economic integration in Asia, involving China, Japan and other countries;
- Sectoral workshops and roundtables highlighting opportunities with ASEAN, designed to educate companies at all stages of international business development;
- Targeted sessions on best practices, with case studies by successful Canadian and Southeast Asian companies; and,
- One-on-one meetings (**Export and Investment Café**) with potential ASEAN partners, and Trade Commissioners posted in Singapore, the Philippines, Malaysia, Indonesia, Thailand, Brunei, Cambodia, and Vietnam who possess on-the-ground market knowledge.

Make the contacts and obtain the information you need for the next step in your business growth into Asia.

Please check out www.canada-asean2005.com for details and registration.
Space is limited—register early!

VIRTUAL TRADE COMMISSIONER

Your gateway to the Trade Commissioner Service
www.infoexport.gc.ca

China's southwest: a land of opportunities

The Canada Trade Mission to China, led by International Trade Minister Jim Peterson in January, was deemed to have been a great success. Since the mission did not afford the participants the opportunity to experience China's southwest region first-hand, the trade team from the Canadian Consulate in Chongqing travelled east to meet with the whole group.

Headed by Canada's Consul in Chongqing, Philippe Rheault, the Consulate's trade team was present at the Export Cafés in all three cities on the Trade Mission's itinerary, providing advice to numerous Canadian companies that are considering taking advantage of the commercial opportunities available in China's rapidly developing southwest region.

Looking beyond the coast

Canadian businesses are, for the most part, aware of the fact that China has become Canada's second largest trading partner, and of the need to devise new business strategies in order to take advantage of its undeniably relevant and enticing market. The Canadian Consulate in Chongqing encourages Canadian businesses to focus not only on the traditional market entry points of Beijing, Shanghai, Hong Kong or Guangzhou, but also to consider the unique opportunities to be found in China's southwest.

In broad terms, the southwestern region consists of four provinces who together are roughly the size of Western Europe and boast a population of over 200 million people. Comparatively speaking, these four provinces—Sichuan, Yunnan, Guizhou and the special municipality of Chongqing—comprise a market that, when measured in terms of purchasing power parity, is roughly the same as that of Vietnam, Malaysia and the Philippines combined, with a GDP about the size of that of Indonesia. A key central government policy, entitled the Western Development Strategy, indicates that around $24 billion a year is being spent on developing China's western provinces, a colossal sum which has created significant developments in terms of infrastructure projects, information technology products, construction and design services, as well as education.

Some 140 Canadian companies have already invested in China's southwest—Canada has seen a 60% increase in its trade with the region over the past year, and China's southwest is the only region of the country in which Canada enjoys a trade surplus. While the business environment in the region may be in some ways more challenging than on the coast, due to the distinct business culture, the involvement of government in business-related activities and its distance from the coast, this also means that international competition may be less intense. The Consulate works hard to raise Canada's profile in the region and maintains a wide network of contacts in both government and business that can be of great support in helping Canadian companies conclude successful business transactions in the area.

Priority sectors

The Consulate in Chongqing has identified six priority sectors in which it believes Canadian companies have particularly good opportunities to do business in the southwest. These are:

- information technology
- construction materials
- architectural services and environmental protection
- agri-food
- mining
- education

The region is developing rapidly and economic growth is expected to stay in the double digits range for the next several years, thus providing a solid macroeconomic foundation for those who wish to commit to business development efforts in the region. Should you or your company be considering taking on the China market and are thinking of opportunities beyond the coastal areas, please get in touch with us—we might be able to help!

For more information, contact the Canadian Consulate in Chongqing's trade team, tel.: (011-86-23) 6373-8007, fax: (011-86-23) 6373-8026, e-mail: chonq@international.gc.ca, Web site: www.chongqing.gc.ca.

Canadian businesses strengthen economic bonds with East China

Canada and East China are much closer following the January 2005 Canada Trade Mission to China, which included a stop in Shanghai, China's largest commercial centre.

Accompanied by 220 Canadian business leaders, International Trade Minister Jim Peterson met with decision-makers from Shanghai and the adjacent provinces of Jiangsu, Zhejiang and Anhui to promote trade and investment cooperation. He witnessed the signing of several commercial agreements between Canadian and Chinese businesses in a wide range of sectors, including agri-food, education, information and communications technologies, biotechnology and construction.

China is Canada's second-largest trading partner after the United States and is one of the new and emerging markets on which the Government of Canada is placing particular emphasis. In 2004, Canada-China bilateral trade was worth over $30 billion; imports from China, however, were worth four times as much as Canadian exports. As such, while Canada's exports to China increased 38.6% in 2004 (compared to the same period in 2003), tremendous commercial potential remains.

Growth potential for exporters

East China, with 16% of China's total population and 26% of the country's GDP, is a crucial engine for economic growth. Its manufacturing industry is among the country's most robust, accounting for approximately 25% of its trade. The region is also home to three of the top five ports of entry for Canadian goods into China—Shanghai, Ningbo and Nanjing.

A significant component of Canada's exports to China are either purchased or consumed in East China; in 2004, Canadian exports to East China increased by 60% over 2003. With the region's continued economic development and reform, substantial opportunities exist for Canada in the telecommunications, business services, infrastructure development, transportation and environment sectors. Moreover, with disposable income climbing steadily in the region, there is an increased demand for western-style goods. Agri-food and other consumer products also offer promising opportunities for Canadian exporters.

Of particular interest to Canada is the Chinese government's commitment to promote energy efficiency to curb chronic power shortages. There is enormous market potential in East China for Canadian expertise in power generation and distribution, and energy efficiency in construction. For example, in the construction sector, buildings are expected to double their energy efficiency and cut their energy consumption in half by 2010.

The trade mission confirmed Canada's commitment to broaden our trade and investment relations in the region. Through the mission's sectoral seminars and networking programs, local East Chinese participants gained a better understanding of Canadian capabilities.

Overall, East China is one of the country's most dynamic, competitive and challenging regional markets. The Commercial Section of the Canadian Consulate General in Shanghai is committed to helping Canadian businesses succeed in this thriving region—think of us first!

For more information, contact Neil Clegg, Senior Trade Commissioner, Canadian Consulate General in Shanghai, tel.: (011-86-21) 6279-8400, fax: (011-86-21) 6279-7456, e-mail: neil.clegg@international.gc.ca, Web site: www.shanghai.gc.ca.

Shanghai's unmistakable skyline at night.

Colombia's AGROEXPO 2005

BOGOTA, COLOMBIA — July 14-24, 2005 — The Canadian Embassy in Colombia is inviting exporters to join the Canadian pavilion at **AGROEXPO 2005**, considered to be South America's largest international trade fair in the agriculture, agri-food, and livestock sectors.

Canada is pleased to take part for the 15th time in this biannual event. Participating sectors include agriculture, agribusiness, livestock, agriculture machinery, food technology and the environment. The 2003 edition saw 15 countries exhibit—it included 886 local and 250 international exhibitors, and attracted over 200,000 visitors.

AGROEXPO 2005 is an excellent event for Canadian exporters to explore business opportunities in the Colombian market, and a hub for the Andean countries—Venezuela, Ecuador and Peru—as well as other South American markets. For Canadian companies already doing business in Colombia, it is the perfect occasion to strengthen existing relations.

For more information, contact Juan Carlos Navia, Trade Commissioner, Canadian Embassy in Colombia, tel.: (011-57-1) 657-9856, fax: (011-57-1) 657-9915, e-mail: bgota-td@international.gc.ca, Web site: www.agroexpo.com.

Canadian contemporary art

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Positive results

Inclusion in the New Territories section of ARCO 2005 represents one of Canada's most significant forays into the international art world. The eight participating galleries used this opportunity to exhibit the works of promising young artists to the international art community. In this way, galleries can build relationships with international buyers, collectors, curators, and visual arts professionals. On top of immediate sales, positive results are often enjoyed over several years and include having artists invited to participate in group or solo exhibitions at commercial and public galleries around the world.

Successful results have already been identified from Canada's participation in ARCO 2005. In addition to extensive press coverage of the Canadian galleries on display, Michel de Broin, whose work was shown by Montreal's Pierre-François Ouellette Art Contemporain gallery, has been invited to feature a solo exhibition of his work at an important contemporary art gallery in Lyon, France. Brisk sales were also noted for works by Richard Stipl, whose dealer, Christopher Cutts, has been exhibiting at ARCO for several years.

A collaboration between the Canadian Embassy in Spain, International Trade Canada's Export Market Division and Foreign Affairs Canada's Arts Promotion Division yielded a series of effective marketing initiatives for ARCO 2005, which included the hiring of a well-known local curator to bring international collectors, media, and visual arts professionals into the Canadian booths.

All dealers agree—to be competitive in the European art world, a gallery must exhibit over several years to establish credibility. Opportunities such as ARCO are essential to expand sales of their artists' work into the important and lucrative international market.

For more information, contact Robin Mader, Trade Commissioner (Visual Arts, Contemporary Craft, Aboriginal Cultural Industries, Publishing), International Trade Canada, tel.: (613) 995-0674, fax: (613) 992-5965, e-mail: robin.mader@international.gc.ca, Web site: www.arcospain.org.

Export success

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roundtable discussions and networking sessions on export topics of interest to SMEs.

This year, CCC's regional representative in Ontario will participate in a workshop on China as an emerging market, and will share insights gained during the 2005 Canada Trade Mission to China.

Locations and dates for the regional Awards and Export Forums:

- Windsor - April 7, 2005 (Holiday Inn Select)
- Ajax - April 14, 2005 (Deer Creek Golf and Banquet Facility)
- Cornwall - April 21, 2005 (Cornwall Civic Convention Centre)
- Thunder Bay - April 27, 2005 (Valhalla Inn)

The provincial Awards ceremony will take place on May 16, 2005 at the Isabel Bader Theatre, in Toronto.

For more information, go to www.ontarioglobaltraders.com.

Mexico agri-food video released

"Destination Mexico" is a video produced for Canadian exporters interested in discovering the amazing opportunities the Mexican market has to offer, including tips from companies on how to face the challenges of exporting agri-food products to that market.

For more information, go to http://atn-riae.agr.ca/latin/video.

Canadian agri-food mission to Mexico

Monterrey/Mexico City, Mexico — May 30-June 3 — Tap into two major Mexican market centres for the price of one by exhibiting at Alimentaria Mexico 2005! Don't miss this unique opportunity to visit one of Mexico's most affluent markets by participating in the Monterrey agri-food mission en route to Alimentaria Mexico 2005. The elimination of most tariffs since January 2003 has catapulted the growth of Canadian agri-food exports to Mexico by over 100%, reaching over $1.3 billion in 2004, with consumer-ready value-added products rocketing up the fastest.

Monterrey — May 30-31 — An ideal location for Canadian agri-food exports

This trade mission, tailored by the Canadian Consulate in Monterrey for Canadian agri-food exporters exhibiting at Alimentaria Mexico, will feature Mexican private sector food specialists and the Consulate staff to help prepare your company to capitalize on opportunities in the Mexican market. One-on-one matchmaking sessions with qualified Mexican buyers and store tours will also be included.

The agri-food industry in the Monterrey region is one of the most dynamic nationwide, with several leading companies based in the state. Because Monterrey is a hub where 70% of the country's exports and imports transit, its distribution infrastructure is well-developed, efficient and connected to all of Mexico's regions. Demand for food products in the Monterrey region is increasing due to; the expansion of modern retail outlets, hotels, restaurants and other food service institutions; the rapid growth of the food processing sector; and, the increasing demand for quality products by Monterrey's affluent urban population. Canadian companies are well received in the region and are discovering that it is an excellent target market.

Mexico City — June 1-3 — Alimentaria 2005

Canadian pavillion

Alimentaria Mexico is fast becoming the premier international food and beverage exposition in Mexico. The huge and rapidly growing Mexican market for Canadian agri-food, fish/seafood and beverage products, and Mexico's increasing dependence on imported foodstuffs make this a very attractive market for Canadian companies. Exhibitor benefits of joining the Canadian pavilion include high quality support and promotional services, individual turnkey booths, show and catalogue registrations, market information, individual company identification, one-on-one buyer meetings, 'non-stop' chef demonstrations as well as market information sessions including supermarket store tours! The 2005 Canadian Pavilion will include 20 exhibitor booths, a chef demo kitchen, an executive lounge area, meeting rooms and a fully equipped business centre.

For more information on the Monterrey mission, or to register, contact Vance McEvoy, Mexico Division, International Trade Canada, tel.: (613) 944-7103, fax: (613) 996-6142, e-mail: vance.mcevoy@international.gc.ca. For Alimentaria Mexico 2005, contact Judith Gaw, Events Planner, Agriculture and Agri-Food Canada, tel.: (613) 759-7722, fax: (613) 694-2449, e-mail: gawj@agr.gc.ca, Web site: www.ats.agr.gc.ca/alimentaria-mexico. ✱

AEROSPACE AND DEFENCE

PARIS, FRANCE — June 13-19, 2005 — Be a part of the Canadian Pavilion at the 46th **International Paris Air Show**, the largest aeronautic trade show of the year, which saw 1,728 exhibiting companies and more than 90,000 professional visitors in the last edition. **For more information**, contact Guy Ladequis, Trade Commissioner, Canadian Embassy in France, tel.: (011-33) 1-44-43-23-59, fax: (011-33) 1-44-43-29-98, e-mail: france-td@international.gc.ca, Web site: www.paris-air-show.com.

AGRICULCULTURE AND AGRI-FOOD

JOHANNESBURG, SOUTH AFRICA — July 24-26, 2005 — **Africa's Big Seven** will bring together seven retail sector exhibitions under one banner, with a focus on products and services for and from food producers and manufacturers. **For more information**, contact the Canadian High Commission in South Africa, e-mail: jobrg@international.gc.ca, Web site: www.exhibitionsafrica.com.

TRONDHEIM, NORWAY — August 9-12, 2005 — **Aqua Nor** is the fish farming industry's most important event, with the latest in aquaculture news, products, services and research and development. Canada will be the featured country at this year's exhibition. **For more information**, contact the Canadian Embassy in Norway, tel: (011-47) 2299-5300, fax: (011-47) 2299-5301, e-mail: oslo-td@international.gc.ca, Web site: www.aqua-nor.no.

CONSTRUCTION

BEIRUT, LEBANON — June 7-11, 2005 — Attend two international exhibitions to expand your business in Lebanon and the Middle East: **Project Lebanon 2005**, for construction technology, building materials, equipment and environmental technology, and **Elecon Middle East 2005**, for electricity, electronic engineering, lighting and air-conditioning. **For more information**, contact Grace Dib, Canadian Embassy in Lebanon, e-mail: grace.dib@international.gc.ca, tel.: (011-961) 4-713-900, ext. 3353, fax: (011-961) 4-710-595, Web site: www.ifpexpo.com.

ENVIRONMENTAL INDUSTRIES

BANGKOK, THAILAND — October 6-9, 2005 — The **Eco-Products International Fair 2005** is an international exhibition that focuses on eco-products for energy savings, water savings and emissions reduction. **For more information**, contact Surin Thanalertkul, Trade Commissioner, Canadian Embassy in Thailand, e-mail: bngkk-td@international.gc.ca., Web site: www.cmpthailand.com.

ICT

MONTGOMERY, ALABAMA (U.S.) — August 29-31, 2005 — The annual **U.S. Air force IT Conference & Expo** (AFITC) is North America's premier event for ICT companies seeking to gain access to U.S. Air Force buyers and decision-makers. **For more information**, contact Steve Adger Flamm, Trade Commissioner, Canadian Consulate General in Atlanta, tel.: (404) 532-2018, fax: (404) 532-2050, e-mail: steve.flamm@international.gc.ca, Web site: http://afitc.thelink.net.

BEIRUT, LEBANON — September 20-25, 2005 — **TERMIUM 2005** is an ICT exhibition held in collaboration with the Professional Computer Association of Lebanon. **For more information**, contact Nathalie Nercessian, Canadian Embassy in Lebanon, tel.: (011-961) 4-710-591, fax: (011-961) 4-710-595, e-mail: nathalie.nercessian@international.gc.ca, Web site: www.promofair.com.lb.

BUENOS AIRES, ARGENTINA — September 27-30, 2005 — Don't miss the opportunity to participate in the Canadian Booth at **ExpoComm Argentina 2005**, a key meeting point for ICT business people and decision-makers from all over Latin America. **For more information**, contact Barbara Brito, Trade Commissioner, Canadian Embassy in Argentina, tel.: (011-54-11) 4808-1056, fax: (011-54-11) 4808-1111, e-mail: bairs-commerce@international.gc.ca, Web site: www.expocomm.com.ar.

TOURISM

BEIRUT, LEBANON — September 29-October 2, 2005 — Benefit from large-scale commercial exposure in the Middle East region at the **Arab World Travel & Tourism Exchange (AWTTE) 2005**. **For more information**, contact Carlos Miranda, Canadian Embassy in Lebanon, tel.: (011-961) 4-713-900, ext. 3803, fax: (011-961) 4-710-595, e-mail: carlos.miranda@international.gc.ca, Web site: www.awtte.com.

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